

## **Program Description/Textbook or Print Instructional Material**

Vendor: Thomson Learning/Course Technology Web Address: www.course.com

Title: Webmastering Basics Using Dreamweaver

Author: Knowlton Copyright: 2004

ISBN: 0-619-05994-x Course/Content Area: Vocational and Career Education; Information Technology Program; Web Design and Web Page Design

Intended Grade or Level: 9-12 Readability Level: 7.8 (Flesch Kincaid)

List Price: 45.95 Lowest Wholesale Price: 34.00

*All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.*

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

## **FEATURES**

**DISCLAIMER:** The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

### **Content**

- New from our BASICS series, this book provides an easy, friendly to use, introductory level text on webmastering.
- An easy, friendly to use, introductory level text on webmastering.
- Provides a foundation for students learning to administer web sites using Dreamweaver MX.
- Instructor Resource Kit CD-ROM includes data files, solutions, ExamView testing software and test bank, SCANS, lesson plans, PowerPoint presentations, and much more!

### **Student Experiences**

- Students learn the basics of using the Internet, designing web pages using Dreamweaver, HTML, programming, design, scripting, and web site maintenance.
- Provides students with the basic knowledge and skills it takes to become a Webmaster. Written by an experienced author team with an extensive background in web development and design.
- For 35+ hours of instruction.

### **Assessment**

This new edition from our BASICS series provides an easy, friendly to use, introductory level text on webmastering. This book features Macromedia Dreamweaver MX. It is positioned as an introductory level course on web site creation, design, programming, planning, and maintenance.

### **Organization**

Unit 1 Webmastering Concepts  
Lesson 1 Internet Fundamentals  
Lesson 2 Web Serving and Browsing  
Unit Review  
Unit 2 Dreamweaver  
Lesson 3 Dreamweaver Basics  
Lesson 4 Building and Managing a Web Site  
Lesson 5 Interactivity and Multimedia  
Lesson 6 Forms in Dreamweaver  
Unit Review  
Unit 3 HTML  
Lesson 7 Basic Tags  
Lesson 8 Links and Images  
Lesson 9 Tables and Frames  
Lesson 10 Forms  
Unit Review  
Unit 4 Design  
Lesson 11 Basic Design Principles  
Lesson 12 Designing for the User  
Lesson 13 Color and Typography  
Lesson 14 Web Graphics  
Unit 5 Scripting  
Lesson 15 Introduction to Scripting  
Lesson 16 Functions and Events  
Lesson 17 Form Validation  
Lesson 18 Server-Side Scripting  
Unit Review  
Unit 6 Hosting and Maintenance  
Lesson 19 Web Hosting  
Lesson 20 Webmastering with Professionalism  
Unit Review

### **Resource Materials**

#### **Gratis Items To Be Provided And Under What Conditions**

Instructor's Resource Kit (0-619-15914-6) Free 1 per teacher

#### **Available Ancillary Materials**

## **RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS**

**DISCLAIMER:** The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

**NOTE:** Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate ***“not available”*** in the space.



# Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool IT Web Design Career Major



<b>Title: Webmastering Basics Using Dreamweaver MX</b>		<b>Cost: \$ 34.00</b>	
<b>Publisher: Thomson Learning/Course Technology</b>			
<b>Item Evaluated: Textbook and Software</b>			
<b>Copyright Date: 2004</b>		<b>Evaluator: Jerry Walker</b>	
<b>Content Level: 9-12</b>		<b>Date of Evaluation: 7/31/2003</b>	
<b>Level of Alternative Format</b>	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

## Overall Strengths and/or Weaknesses

**Disclaimer:** Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

<b>Recommendations:</b>
<input checked="" type="checkbox"/> Recommended by reviewers to State Textbook Commission
<input type="checkbox"/> Not recommended by reviewers to State Textbook Commission

**Publisher's Explanation of Reviewer's Comments:** By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



**Group V - Career/Technical  
Vocational/Practical Living Education  
Instructional Materials Evaluation Tool  
IT Web Design Career Major**



<b>Title: Webmastering Basics Using Dreamweaver MX</b>		<b>Publisher: Thomson Learning/CT</b>	
Technology Management Summary Data:	20 possible points	_____16_____ points earned	
Technology Management Comments:			
Technology Presentation/Interface Summary Data:	36 possible points	_____27_____ points earned	
Technology Presentation/Interface Comments:			
Content Summary Data:	32 possible points	_____26_____ points earned	
Content Comments: This is a good introductory course for Desktop Publishing class. This book is specific to Dreamweaver.			
Instruction & Management Summary Data	52 possible points	_____48_____ points earned	
Instruction & Management Comments:			
Organization & Structure Summary Data	36 possible points	_____34_____ points earned	
Organization & Structure Comments:			
Resource Material Summary Data	40 possible points	_____31_____ points earned	
Resource Material Comments:			



## Group V - Career /Technical & Vocational/Practical Living

### Electronic Instructional Media Review Form -Webmastering Basics Using Dreamweaver MX– Thomson/CT Stand Alone/Independent or Integrated Software for IT Web Design Career Major



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost: Included with text	
Windows	Primary	Individual	Stand Alone/Independent	_____single copy	_____site license
Macintosh	Intermediate	Small Group	Integrated	_____network version	_____school version
CD-ROM	Middle	Large Group	Supplemental	_____lab pack of ____ copies	_____online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain

Type of Software: Check all that apply	_____Simulation	_____Management	_____Interdisciplinary	_____Problem Solving	_____Tutorial
_____Exploratory	_____Creativity	_____Drill and Practice	_____Critical Thinking	_____Utility	_____Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	3
Allows students to exit and resume at a later time.	1
Keeps a students performance record, where needed.	4
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments:	<b>Total</b>
	<b>16</b>

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	3
Has developmentally correct presentation format.	3
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	1
Accessible for special needs students.	0
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	0
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	4
Comments:	<b>Total</b>
	<b>27</b>

Content—IT Web Design Career Major	Rating
Career Focus/Employability Skills/Workplace Readiness Skills	1
Use of Hardware/Software to Create/Change Web Pages	4
Perform Content and Technical Analysis	3
Develop Web Application Sites	3
Implement Applications/Site Design	3
Maintain Applications	4
Manage Web Environment	4
Maintain Internet Infrastructure	4
Comments:	<b>Total</b> <b>26</b>

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideas	4
Engages Students	4
Develops Computer Maintenance Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	3
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	2
Includes activities and opportunities for integration of technology.	3
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments:	<b>Total</b> <b>48</b>

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	2
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments:	<b>Total 34</b>

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	4
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	3
Suggestions are made for integration of themes and /or interdisciplinary instruction.	3
Integration opportunities suggested and examples given.	3
Teacher resources are available online.	3
Online resources available – Repeat of information in text.	1
Online resources available – Practice skills only.	3
Online resources available – New application materials.	3
Comments:	<b>Total 31</b>

Rating Scale:	
4—All or the time	2—Minimally
3—Some of the time	1—None of the time
	0— Not applicable